

MARKETING TOOLKIT





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1. Whether you or someone you know is fighting addiction or not, the more you know about opioid and substance use disorders, the more compassionate and supportive Hoosier you can be. Learn more about this disease, treatment and recovery at KnowTheFactsIndiana.org.
2. Addiction, also known as substance use disorder, is a disease that affects thousands of Hoosiers. Learn more about this disease, treatment and recovery at KnowTheFactsIndiana.org.
3. It's important to KNOW that addiction is a disease. Treatment is available and recovery possible. Learn more about this disease, treatment and recovery at KnowTheFactsIndiana.org.
4. Treatment is available for those with substance use disorder. With treatment and SUPPORT, recovery is possible. Learn more about addiction, treatment and recovery at KnowTheFactsIndiana.org.
5. There is HOPE for everyone fighting addiction because recovery is possible. Learn more about substance use disorder, treatment and recovery at KnowTheFactsIndiana.org.



“If you never accept that addiction’s a disease, you’ll never be able to really help.”

Born and raised in Muncie, Indiana, Tony is the youngest of six kids, proudly raised by his mother and father in a loving home. For Tony, his addiction to crack cocaine started recreationally, “We just wanted to live in the moment. We thought everyone was doing it. We never thought addiction would happen to us.”

As he used crack cocaine, he didn’t think he had an addiction because he was able to keep his house in order and maintain his job. But, over time, he realized crack was all he cared about. Soon, his clothes weren’t fitting him like they used to, and he was becoming more and more isolated from his friends and family. Finally, he knew he had to get away from that lifestyle. He moved to Indianapolis and began working on himself.

It took about two years for Tony to feel he had really moved into recovery. He credits his recovery to his strong upbringing and family connections, “Regardless of what I’ve done in my life, my brothers and sisters have been my rock. Without them, I don’t think I could have done it.” Tony is sharing his story to give others hope.

He has been living in recovery for 27 years.



“Everybody has a different path that they’re going to take to be successful in recovery. Only they are able to choose that path.”

Growing up in a blue-collar household in Terre Haute, Indiana, Stacey’s childhood was bright. She was a straight-A student, a cheerleader and athlete who loved to read with dreams of becoming a lawyer or public relations professional. As she got older, her parents divorced and general feelings of teenage insecurity began to creep into her life. Stacey began dabbling in drug use recreationally in high school as a way to numb some of the emotions she was feeling. She successfully navigated her way through high school and college, fighting feelings of insecurity and self-doubt by self-medicating with drugs and alcohol.

After college, she began a government career in which she excelled. One night she was drinking at a bar and by the end of the night was offered meth, “I never wanted to use meth because I was already aware of the effects it could have on me.” Despite knowing the effects, Stacey tried it and began using meth every day until the day of her arrest, “You can’t casually use meth.”

While in jail, she read as much as she could about addiction, treatment and recovery. Stacey began treatment at a facility upon her release, found a job and now works to help others who are fighting addiction. She chose to share her story to help break down stigmas and help people get into recovery, “Meth is an addiction that can take over anyone – and I was that person.”

Stacey has been living in recovery for eight years.



“Recovery is hard, but it’s worth it. You have to put work into it, but the work itself is well worth it.”

Alvina is a member of the Crow tribe and grew up on a reservation in Montana. Her substance use started when she was very young as a way to suppress her feelings of inadequacy. Despite the fact that she lived on a dry reservation, meaning no drugs or alcohol were permitted on the property, substances still found their way into weekend parties and events. She married and had her first child at age 17. For Alvina, drug use and domestic violence became a regular part of her marriage. To cope with her feelings, she began drinking heavily, taking pain pills and using cocaine – all eventually leading her to heroin.

After her second child was born, she got divorced and moved to Crawfordsville, Indiana, to be closer to her sisters. While she left some of her problems behind in Montana, the emptiness she felt remained, and she continued to try to fill it with drugs. Eventually, she was arrested. After her release, Alvina was able to remain sober for about two years until a prescription for painkillers led her back to heroin use.

“My whole life was consumed around by drugs – getting them, figuring out how to get them and using them.”

Eventually, exhausted by drug use and her situation, Alvina reached out to her dad. He told her he loved her and he just wanted her to get help. Alvina considers that moment life-changing, “When he said that, it sparked something in me. That’s where I found that hope. The hope for something different.” While it was not an easy process, over time, Alvina was able to cut drugs out of her life. She now works to help others and chose to share her story to shine a light on the realities of addiction and the hope of recovery.

Alvina has been living in recovery for three years.



“Addiction is such an isolating disease. The opposite isn’t recovery; it’s connection. You stay in recovery through connection to others.”

Cody grew up in an environment conducive to drug use. His mother abused substances, and he had access to drugs at a young age. The only child in a single-parent household, he grew up poor but enjoyed playing sports and being outside with friends. His drug usage began casually at weekend parties but soon interrupted his regular activities. He quit his school’s track and basketball teams and began to isolate himself from others who weren’t using drugs.

At age 21, things took a serious turn when a misdiagnosis led to major surgery for Cody. After the surgery, he was prescribed painkillers and given a clean bill of health. Unfortunately, he became dependent on the painkillers. Once he could no longer get a prescription, he turned to heroin. In the span of a few months, everything changed for Cody. Eventually, he went to prison. There, he stopped using drugs and was able to remain sober for a few years after his release. But one night, he had a drink at a party, which led him back to drug use. He got treatment but wasn’t able to maintain a recovery lifestyle.

“I went to treatment. I detoxed and was feeling better, so I thought I was fine. I thought I had recovered. I left without any recovery supports and soon ended up back at treatment.”

Soon after, Cody was ready to make a commitment to his recovery. He not only received initial treatment for his addiction, but he learned tools and gained a community that would help him in the long term. Eager to share what he’s learned with others, Cody now helps counsel others who are working to fight their addiction. He wanted to share his story to show that recovery is possible and it can be fun and fulfilling.

Cody has been living in recovery for two years.